

## WORDS OF PRAISE.

The Following Indorsements From the Press, Financial Institutions and Customers Prove Not Only the Great Merit of the Kellerstrass Whisky, but the Company to Be the Greatest Distilling Company in the World.

## PATRONS IN EVERY STATE.

Kellerstrass Distilling Company's Goods Widely Known.

In the Kellerstrass Distilling Company, Kansas City has one of the biggest whisky manufacturing concerns in the country. Its goods are shipped into every State in the Union, from Maine to California and North Dakota to Texas. The company makes a specialty of the mail order trade, and travelers in remote places are greatly surprised when invited by some isolated planter, trader or miner to indulge in an "eye-opener" to note that the bottle set before him contains the Kellerstrass label.

The Kellerstrass establishment had a modest beginning, but its growth has been steady and rapid. Building after building has been added to its plant, and the capacity of the distillery is being increased constantly. It is no unusual sight to see from twenty to forty express wagons backed up in front of the Kellerstrass shipping department, waiting to be loaded with goods consigned to the four points of the compass.

It is no exaggeration to say that the Kellerstrass goods are better known in hundreds of the smaller towns than they are at home. This is natural, as before pointed out, on account of the popularity of this great distillery's product.

With the purchasers by mail order, nine men out of ten, it has been asserted, whether they be from Massachusetts, Oregon, Alaska or Arizona, will, upon being asked what brand of whisky they keep at home for medicinal or family use, promptly answer "Kellerstrass".

Kellerstrass whisky is, however, fast becoming better known in the larger cities. There are very few first-class places where it is not sold, and persons who become acquainted with the flavor thereafter insist upon being served with no other brand. It is the universal home whisky, and every wise mother has a bottle of it in the family medicine chest ready for emergency.

St. Louis Globe-Democrat, December 19, 1902.

The Kellerstrass Distilling Company of Kansas City, Mo., the proprietors of Kellerstrass Rye Whisky, have one of the most completely equipped plants of the kind in the world. They make the whisky, bottle it, pack it for shipment and send it direct to the consumer without ever allowing it to pass through the hands of the dealer, by this method of dealing the purity of the whisky is insured, and the company can guarantee its uniform quality and flavor to the consumer.

St. Louis Republic, November 9, 1902.

The delicious flavor and the purity of Kellerstrass Rye is provided by the Kellerstrass Distilling Company of Kansas City, Mo. Millions of bottles of it have been sold and not a single customer has ever expressed his dissatisfaction. This is a remarkable record, and certainly speaks well for the high grade of this famous whisky.

Chicago American, Nov. 4, 1902.

It pays to satisfy people at this day and age. The merchant who sells on the "satisfaction or money back" plan, and adheres to it strictly, is seldom heard to complain of a scarcity of business.

The Kellerstrass Distilling Company of Kansas City, Mo., has fully 200,000 customers, every one of whom it claims is satisfied. Their great success under these conditions is not so remarkable after all.

Munroe's Tribune, Nov. 2, 1902.

The development of the mail-order business in the last few years has been little short of marvellous. It is now possible to buy and sell almost anything on the mail-order plan.

The Kellerstrass Distilling Company of Kansas City, Mo., which has long been famous for the quality of its whisky, has adopted the plan of selling direct to the customer.

The business of this company has developed until the entire output of its distillery is now sold in this way, and it is said, the express companies are almost swamped by the enormous shipments that go out from the Kellerstrass Company every day.

Commercial-Appeal, Memphis, Nov. 4, 1902.

Kellerstrass Rye, the famous whisky of the Kellerstrass Distilling Company of Kansas City, Mo., is known and used by more people than any other brand of whisky.

Its wonderful popularity is due to its absolute purity and delightful flavor. In order to avoid any possibility of adulteration, the Kellerstrass Company ships their whisky direct from their distillery to the consumer, never selling to dealers under any circumstances.

They guarantee the quality of the whisky and will refund money in case it does not prove perfectly satisfactory. That it is all they claim is proven by the fact that the company has over 200,000 regular customers residing in all parts of the United States and Canada.

Burlington, Ia., Hawkeye, Nov. 18, 1902.

Kansas City, Mo., boasts of the fact that it has the largest mail-order whisky house in the world. This is the Kellerstrass Distilling Company, which has established a national reputation for the purity of its whisky.

Absolutely Pure

NO MARKS ON PACKAGE TO INDICATE CONTENTS.

"If Kellerstrass Rye Whisky Is Not the Best Why Do Others Try to Imitate It?"

CAUTION See that each bottle bears our Signature over the cork

KELLERSTRASS

TEN YEAR OLD

RYE



KELLERSTRASS DISTILLING CO.

KANSAS CITY, MO., U.S.A.

MILLIONS AND MILLIONS OF BOTTLES SOLD  
Not One Dissatisfied Customer!

**KELLERSTRASS' RYE WHISKY**

Most Famous Whiskey in America.

Direct From a United States Registered Distiller to Consumer.

SEND US YOUR ORDER FOR

**4 FULL QUARTS OF 10-YEAR-OLD RYE \$3.15**  
EXPRESS PREPAID, FOR

And we will send you, free of charge, two sample bottles—one twelve, one fifteen-year-old—Rye, a corkscrew and a gold-tipped whisky glass. We make this offer simply to get you to try the goods. We also have this same brand eight years old, which we will dispose of at \$2.50 per gallon, in lots of two or more gallons at one shipment. We also give sample bottles, glass and corkscrew with these goods. All our goods are put up in full quart bottles and sent express prepaid. If goods are not satisfactory, return them at our expense and we will refund your money. It is almost impossible to get pure whisky from dealers. These goods are shipped direct from the Distilling Company, which guarantees their purity and saves middleman's profit. We are the only Registered Distillers in America selling to consumers direct the entire product of "Our Registered Distillery," others who claim to be only dealers buying and selling.

**"I WILL GIVE 15 DAYS MORE."**

I want to say just a few words to the people of this country who have use for an absolute pure whisky for medicinal purposes. By placing before the people of this country a high-grade whisky that has never been equalled, I have now in the neighborhood of 400,000 customers, and I shipped out more bottles of whisky by express in 1902 than any other house in America. This is an absolute fact. Kindly read the testimonials in the column to the left—they will speak for themselves. This is a new record in the whisky business; in fact, it might be termed a whirlwind record, but I am not as yet satisfied. I want every person in this country to have my new made. I am going to send two gallons of my ten-year-old Kellerstrass Rye Whisky and four sample bottles, two glasses and two corkscrews, all express charges paid, on receipt of \$5.30. This gives each one who takes advantage of this offer \$1.00 for I have always sold this whisky for \$3.15 per gallon, and I will never again make this offer; but remember, I will only send one order to a person. In case you feel that you do not wish two gallons yourself, you can get a neighbor to enlist with you. I know that this offer is going to bring in an avalanche of orders, but I love these whirlwind sales, and I can assure you that I will at all times do my part in furnishing the purest whisky ever sold from a distiller direct to the consumer. This is the same proposition that I made you last month, and on account of the many requests coming from every section of the country, I am going to extend the time 15 days longer. In my business career I have found that the broad-gauged merchant makes the biggest success, and although I lose money on every order that I get on this proposition, for any child can easily figure this out, simply take your pencil and paper and figure the cost of the government tax and the cost of whisky and you can easily figure that this proposition is below the actual cost to me. However, through this proposition I have received thousands of customers, and I am willing, besides selling this whisky below cost, to spend thousands of dollars in newspaper space for the purpose of having every one give it a test, knowing full well that my whisky is all that I claim for it, and the best and purest to-day on the market, and if you once use it it will spread in your household any other brand that you may be using, and it is through your continued orders that I will realize a profit, although I lose money on this first order. I place the strongest emphasis upon the fact that I am satisfying my customers and I cannot prove this stronger than by giving you the actual words of these customers, and therefore respectfully request that you read their testimonials in the column to the left of this ad. In my last talk I made the statement to you that we had shipped by express more bottles of whisky in 1902 than any other house in America. I am now in a position to state to you that in the month of January of this year we have shipped by express more bottles of whisky than any one house in America. It stands to reason that our enormous business is founded upon the fact that we have a whisky that suits the palate and satisfies the stomach. While making this talk I have a few words of advice to give my many patrons. The spring of the year is coming on—it is at this time of the year that our constitution should be fortified, and every physician will tell you that a good stimulant is almost necessary to assist nature in strengthening our constitution in such a manner that it will ward off disease. Especially is this the case in that territory where chills, a fever and are prevalent. Now, the basis of all stimulants is alcohol, no matter whether it comes under the name of a tonic, pick-me-up, etc. Now, from the mere fact that my whisky is absolutely pure and has the endorsement for medicinal purposes from the leading physicians of the country, gives me the privilege to make the statement that Kellerstrass Rye used both plain as well as in a toddy, will do more to ward off disease, invigorate the entire constitution and stand as a guard against chills, fever and over than any medicine that you can take into the stomach. I have, as you all know, made a wonderful record in the whisky business—a record second to none in the world, but I have one ambition, and that is that I want everybody in this country to know what I know, and that is that my whisky is absolutely pure, and it is my intention to give to the public such a whisky that in time Kellerstrass Rye will be a synonym to pure whisky. Remember, now is the time for you to buy this whisky, for after the 15-day limit you will be obliged to pay \$3.20 for what now is being offered for \$5.30. With this offer I know that I am going to make the month of February a red letter month in the history of my business.

ERNEST KELLERSTRASS, President.

**REMEMBER—You must mail us this whole page advertisement and your letter not later than February 23rd. Remember, it is from the biggest Whisky House in America. You know us. We have advertised in this paper for years, but this offer will never appear again.**

**Kellerstrass Distilling Co.**  
KELLERSTRASS BLOCK, KANSAS CITY, MO.

REFERENCES—ANY BANK OR EXPRESS COMPANY IN KANSAS CITY.

NOTE—Orders from Arizona, Colorado, California, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming, Florida, must call for twenty quarts prepaid.

The above firm are sole owners of Registered Distillery No. 22 of the Sixth District of Missouri. When writing them please mention The St. Louis Sunday Republic.